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ISSUED MONTHLY BY THE EXTENSION SERVICE . . . UNITED STATES DEPARTMENT OF AGRICULTURE . . . . WASHINGTON, D. C.

EXTENSION SERVICE REVIEW

In This Issue

AS A RESULT of the national conference held in Washington, D. C., in October, the organization of county agricultural adjustment programs has taken a more definite form. It is intended in these programs to point outlook and other extension work toward the development of adjustment programs in every county and to perfect procedure for collecting and using the information needed to establish a well-rounded national policy for agriculture. In his article on "County Agricultural Planning", Director Warburton discusses the opportunity that this adjustment planning provides for extension agents.

FOR 8 YEARS R. G. Larson, county agricultural agent in Malheur County, Oreg., persevered in his efforts to solve the problem of what was causing the decrease in alfalfa yields in his county. How he attacked the problem and finally wrung success from his efforts is described in the story entitled "Keeping at it for Eight Years Brings Results to Oregon County."

BY LEARNING to repair and adjust their farm machinery thousands of Iowa farmers are reducing their farm machinery costs. At training schools agricultural engineers of the Iowa Extension Service are helping farmers to take their machinery apart, repair it, and make any necessary adjustments so as to increase the life of satisfactory service of the machinery. During the last 2 years 265 meetings on machinery repair and adjustment were held with a total attendance of 8,500 persons, representing 3,297 different individuals.

"4-H CLUBS Organized in Southern Colleges" have aided farm young people in many ways, and they in turn have helped others. The college organizations have enabled older club members to carry on with their 4-H ideas and have been instrumental in bringing together socially and intellectually students with common ideals of farm life.

TO BUY or not to buy, that was the question of farm women who attended 5-day schools in 20 New York counties. "To Get Their Money's Worth New York Women Study Buying" tells how these women compared cans and contents, flavor and appearance, and weight and price, as an aid in their purchases of canned food.

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On The Calendar

American Association for the Advancement of Science, St. Louis, Mo., December 27.

American Livestock Association, Phoenix, Ariz., January 7–10, 1936.

National Western Stock Show, Denver, Colo., January 11–18, 1936.

Houston Fat Stock Show, Houston, Tex., February 29–March 8, 1936.

Southwestern Exposition & Fat Stock Show, Fort Worth, Tex., March 14–22, 1936.

BEHIND the scenes of Michigan's unusual success in making electricity available to farmers is a story of close cooperation among three interests—the farmers, the Michigan Extension Service, and the power companies. Starting in 1925, when only 6,800 farms were "electrified", the extension service assumed the task of convincing farmers that electricity was practical and inexpensive and of assuring the power companies that the building of rural lines was not economically unsound. By 1935, the number of farms using electricity increased to 45,000, or 38,200 more than 10 years ago. "Tri-way Cooperation in Michigan Speeds Electricity to Farms" tells how this was accomplished.

WHEN this "little pig goes to market" in New York State, he travels on a paved highway. Although improved hard-surfaced roads are a farm necessity, we must look further than that, says Harry E. Crouch of the New York State Department of Agriculture. And so in answer to his inquiry "What's at the Other End of the Farm-to-Market Road", he outlines New York's plans for regional markets, four of which have already been established. One of these markets, the Syracuse one, draws products from 26 counties and has 4,400 farmers on its register.

Help! ! My Point of View!

THE EXTENSION SERVICE REVIEW is issued monthly by the EXTENSION SERVICE of the United States Department of Agriculture, Washington, D. C. The matter contained in the REVIEW is published by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The REVIEW seeks to supply to workers and cooperators of the Department of Agriculture engaged in extension activities, information of especial help to them in the performance of their duties, and is issued to them free by law. Others may obtain copies of the REVIEW from the Superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription at the rate of 50 cents a year, domestic, and 75 cents, foreign. Postage stamps will not be accepted in payment.

C. W. WARBURTON, *Director* C. B. SMITH, *Assistant Director* L. A. SCHLUP, *Acting Editor*

County Agricultural Planning
Opens Greater Opportunities to Extension Workers

C. W. WARBURTON
Director of Extension Work

IT IS my firm belief that extension workers throughout the United States will welcome the opportunity to be of further aid to the farmers in planning effective long-time agricultural programs. To me, county agricultural planning offers no new problems for the extension worker. In the presentation of outlook and farm-management material we have assisted farmers in making individual adjustments; now we have the machinery with which we may accomplish adjustment on a much broader scale. County planning retains the advantages of our county and State extension programs; they have been based on the opinions of the farm family.

County planning is an attempt on the part of cooperating governmental agencies to reach into the farming communities, even to the individual farmers, for the solution of agricultural problems. The idea presents an opportunity for research, adjustment, erosion control, and extension to move most efficiently toward county, State, and National agricultural programs.

Through necessity, extension programs of the past have had to place in the hands of the farmers the carrying out of farm adjustments without immediate substantial benefits. It was hard for the farmer to make desirable adjustments in the face of declining farm incomes. The passage of the Agricultural Adjustment Act and the later amendments has made possible such adjustments. Under the provisions of the act the farmer has received immediate benefit payments for the acres he has removed from basic crop production; in many counties he has been materially aided in soil-erosion problems by the Soil Conservation Service, and with it all has come a substantial increase in farm income.

The referendums on commodity programs, the committees meeting with adjustment officials, and the work of the county committees have all been efforts on the part of the Adjustment Administration to base the solutions of production problems on the opinions of thinking farmers. The disadvantage of past procedure, keenly felt by thoughtful administrators, has been that these opinions came from only a portion of the farmers. The collection of vital facts and the opinions of all farmers by the county agricultural planning groups in cooperation with the county extension agent will develop the needed basis for national agricultural programs. The recommendations of county groups can be related to each other within a State to bring about a plan for the most beneficial adjustment for the whole State. State suggestions may then be brought together in a national program of agricultural planning, incorporating the ideas of the farmers as brought out by the county and State planning groups.

In many of our States a type of county planning has been advanced by local legislation. I am thinking of the plans proving so effective in sections of Wisconsin, New York, Minnesota, and other States, where land was zoned or retired from agricultural production before the birth of the Agricultural Adjustment Administration and other of the newer agencies. County zoning laws in Wisconsin have placed new emphasis on the conservation and taxation of the State's agricultural resources. Funds have been appropriated by the Legislature of New York for the purchase of submarginal land to be retired to State forests and recreational parks. These plans are indicative of the efforts being made in many of the States to solve local problems through effective planning. Many counties have developed more comprehensive plans for agricultural adjustment. The present proposal is that all counties should develop such plans. I believe that it can be truthfully said that the best planning has come about largely through the educational efforts of farmers and extension workers. Such planning is for long-time programs looking to the future prosperity of agriculture.

The county agricultural planning idea carries with it many opportunities to use material already assembled by extension workers. With the development of county plans greater uses will be found for the studies of types of farming, soil conditions and types, erosion control, soil-fertility conservation, and other features which must be considered in long-time farm adjustments. The discussion of such adjustments with farmers will bring from the farmers suggestions for the solution of their own problems. The State agricultural planning committee, or whatever body is designated to do the work, will consider the solutions offered by the various counties and will summarize them for the State, finally reporting its recommendations to the Department of Agriculture.

From the suggestions of the States a national policy for a planned long-time agricultural program may be developed, returning benefits to individuals and communities throughout the country. In this way, county agricultural planning, long in the hearts, minds, and activities of extension workers, may be advanced toward the realization of an ideal in cooperative farm planning.

*** * * Already the Adjustment Administration has under way local studies to help in working out farm programs on a county basis, so as to fit the best permanent use of the varying soil resources of the country up to that county's share of the available domestic and foreign markets. * * * I can think of nothing more important to the permanent welfare of the Nation than long time agricultural adjustment carried out along these lines.**—*President Roosevelt.*

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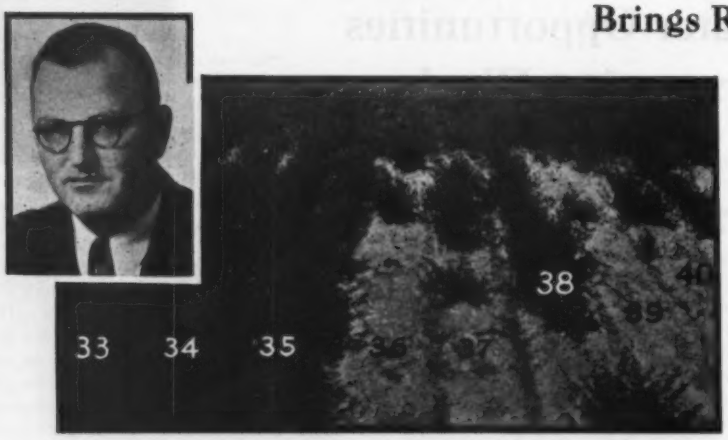
Keeping at It for Eight Years

Brings Results to Oregon County



One of the nurseries in which 50 varieties of alfalfa were planted as a part of the efforts of County Agent Larson (insert) to solve a difficult problem in Malheur County, Oreg. Row 33 is the Russian variety of alfalfa which was selected for increase.

"FIND OUT the cause of our reduced alfalfa yields and the short life of stands and you will pay the cost of county-agent work in Malheur County for many years." It was this statement that greeted R. G. Larson, Malheur County agent, when he took up work in that county in 1927. In substance, it was repeated to him hundreds of times.

Recognizing the importance of the problem, County Agent Larson decided to do something about it. After 8 years of effort in this direction, he seems to have the answer in a wilt-resistant variety.

One of the best irrigated counties in the West is Malheur County, and for years after it was subdued from desert sagebrush it grew alfalfa in abundance. Yields of from 8 to 10 tons per acre were not uncommon. Excellent alfalfa stands were maintained for 15 years or longer. After 35 to 40 years of cropping, gradually this situation altered. The per acre yield of alfalfa on the older irrigated lands dropped more than 50 percent, and stands thinned out so rapidly that 3 years was about the limit for profitable production.

In many of the best alfalfa-producing sections a similar story of diminishing yields is told. It was a particularly vital problem to this irrigated region.

His first efforts toward the solution of this problem of reduced yields and short-lived stands were based upon the premise that certain soil deficiencies had developed as a result of cropping over a period of 35 or 40 years. In cooperation with the extension specialist in soils, he outlined a series of extensive fertilizer trials, and checked the results carefully over a period of years. While fertilizers helped slightly, results showed clearly that this was not the answer to the problem.

When County Agent R. G. Larson came to Malheur County, Oreg., 8 years ago, he found that an unaccountable decrease in alfalfa yields was cutting down farm profits. How he obtained the cooperation of some farmers and brought to bear upon his problem the facilities of the Oregon Experiment Station and the United States Department of Agriculture to solve the problem is here told by William L. Teutsch, assistant county agent leader, Oregon.

The cause was not a lack of plant food, because plant food was provided, but plants continued to die, stands thinned out, and a low yield was the result. The search must be directed elsewhere. Could it be a disease? Speculation on this question caused identification of a disease known as alfalfa or bacterial wilt. While alfalfa stands are thinned out for other causes and yields are reduced, yet in many portions of the country alfalfa wilt is the major cause. This was true on the old alfalfa soils in Malheur County.

In December 1930, Larson wrote in his annual report: "Fertilizers on alfalfa have been used extensively each summer, but we have yet to see the fertilizer trial that has given any results. After 3 years' study of the alfalfa yields in this section, the agent has reached the conclusion that the decreased yields are due mainly to decreased stands, which are caused principally by a bacterial wilt of alfalfa."

In what direction was one to search for the solution? A bacterial plant disease is usually a difficult one with which to cope. The answer seemed to be in the search for a resistant variety.

The establishment of alfalfa nurseries on wilt-infested soil offered the most reasonable line of procedure. The cooperation of the Oregon Experiment Station and the United States Department of Agriculture was obtained. H. L. Westover and H. A. Schoth, agronomists of the Department, aided materially in obtaining seeds. Fifty varieties and strains of alfalfa seed were assembled. This seed was planted in rod rows on land seriously infected with bacterial wilt on three farms in the spring of 1930, on the farms of V. V. Hickox, Big Bend; Thomas Lowe, Nyssa; and Thomas Carico, Oregon Slope. Each nursery was located on land where alfalfa stands had been lost in the short period of 3 years after seeding.

Nothing much was said about them for the first 3 years, but they were carefully watched and the results recorded. Each nursery told the same story. To make the test more severe, 30° below zero weather was experienced in the winter of 1932. Between alfalfa wilt and low temperatures, numerous varieties were put under severe test. Some of the varieties were thinned out after the second year. By the end of 3 years some were almost gone, and all, with the exception of 5 or 6 out of the 50 strains and varieties, including all those commonly grown in the United States, showed little resistance to wilt and reacted about as common alfalfa had done in fields throughout the county.

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Lower Farm Machinery Costs

Result After Iowa Farmers Tear Apart Equipment in Leader-Training Schools

THOUSANDS of Iowa farmers are finding ways to reduce power and machinery costs as a result of extension training schools on machinery repair and adjustment. At the training schools farmers take the machinery apart to see what makes it go—much like a small boy with the family clock. But, unlike the small boy, they find out why the machines do not work properly and are able to get them back together in good working condition.

The training schools are a part of the project on farm power and machinery conducted the last 3 years by agricultural engineers in the Iowa State College Extension Service. The objectives of the project are: To teach principles of repairing which will increase the life of satisfactory service of the machinery; reduce repair and maintenance costs and improve the quality of work done; to provide for efficient use of farm power and machinery by the selection of types and sizes of machines and power units which fit the farm enterprise; to show the importance of maintaining proper adjustment of the common farm machines, the methods of determining proper adjustment and how to make the adjustment; and to reduce costs of farm power, labor, and machinery.

Although the work up to date has consisted largely of training schools for leaders on adjustment and repair, the project also includes meetings where selection of farm power and machinery and management of labor, power, and machinery are discussed.

Three types of demonstrations are conducted. Two-day training schools on repair and adjustment of machinery are conducted for local leaders during the winter months. During the small-grain harvesting season, field days are held at which adjustment and repair of binders are demonstrated in the field. Similar field days on plow adjustment are held during the fall and spring.

The cooperation of vocational agriculture instructors, implement and machinery dealers, county agents, and farmers has been enlisted in the farm machinery repair schools. Dealers usually donate space in their places of business for the training schools and the extension agriculture engineer frequently gives demonstrations or talks at night schools sponsored by vocational agriculture teachers.

Byron T. Virtue, extension agricultural engineer in Iowa (lower right), shows local leaders, including the owner of the mowing machine, how to adjust the bevel gears so that they will mesh to the proper depth.

The winter training schools are organized on the local leader plan, two leaders usually being selected from each township. These men agree to help their neighbors with problems of machinery repair and adjustment and previous to the training school sign cards indicating that they will be present during the 2-day session.

Leaders attending the school bring their own tools and mowing machines to provide laboratory material on which they work. Using these machines, the extension agricultural engineer demonstrates many of the fundamentals of repair. After the machines are torn down and the technic of making various adjustments and repairs is explained, the farmers put the machines in proper working order under the supervision of the specialist.

The need of the schools is indicated by the fact that more pieces of farm machinery are discarded because of poor adjustment or because some minor part is worn out than because the equipment has actually served its full life, according to Byron T. Virtue, assistant extension agricultural engineer.

According to reports of farmers attending the training schools, it is surprising how many details of repair are unfamiliar to them. Many of the local leaders have admitted that they did not even know that certain adjustments existed and had been using machines which operated improperly or imperfectly when a few minutes work would have put them in good condition. In the schools, Mr. Virtue emphasizes costliness of breakdowns in the field, the replacement of worn or weak parts to release strain on the rest of the machine, and the value of making repairs during the winter months when more time is available. Many of the principles of repair used on mowing machines also apply to other implements.

Tools and Repairs Carried

The extension specialist carries in an auto trailer a complete outfit of tools and mowing-machine repairs and a binder head, mounted. With the binder head, he demonstrates how to adjust the various parts of the knotter to obtain good results. By means of film strips and charts, the specialist also explains various adjustments and the proper methods of hitching plows, binders, and other equipment to tractors and horses.

At the field days on binder or plow repair and adjustment, the extension specialist goes into detail on the various problems connected with each machine and demonstrates by actually doing the

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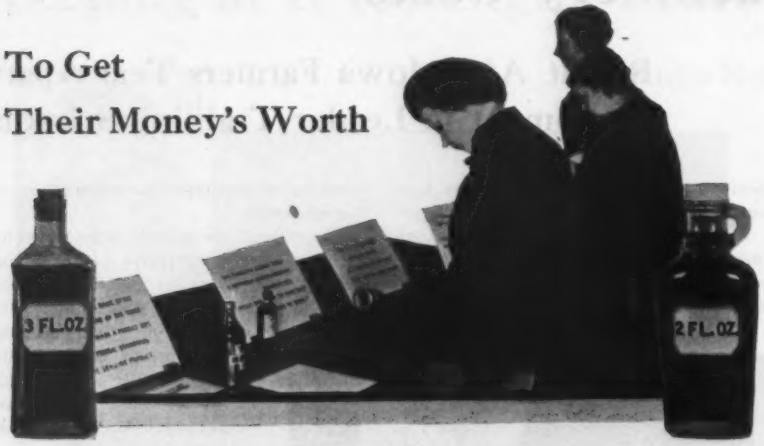


New York Women Study Buying

TWENTY New York counties included the study of buying methods in their home-demonstration programs last year. A 5-day school was held for home demonstration agents in the first eight counties that took up the work. The first lesson, "Read the weight on the label", was organized by the agents as they might wish to use it in a group. Fifteen packages of foods, drugs, and other household supplies, with the price marked on each package, borrowed from local merchants, were distributed so that each woman had one or more. The leader asked one woman to give the name of the product in her package, the amount of contents, and the price. This information was recorded on work sheets, and the cost of 1 pound of the product was calculated. The women were then given tables from which they could read the cost of 1 pound when the price and number of ounces in the package were known. The cost of a pint, a pound, or other unit of measure or weight was then recorded for each packaged product. Three other lessons were "Compare the cost of buying various quantities", "Count the cost of the things you prepare at home", and "A study of canned goods." To round out the work, lessons were given on newspaper and magazine advertisements to find out what uses the buyer could make of this type of information. The home-management specialist, the specialist in consumer buying, and other members of the staff of the department of economics of the household took part in the school. They discussed quality standards relating to foods and clothing and the significance of price trends.

Following this school, each home agent or the specialist taught or trained local leaders to teach this work to the communities. When capable leaders were selected the response from the women taught was excellent, as was true in three-fourths of the 80 units which undertook this project in consumer buying. One of the most popular lessons has been the study of canned foods. Several cans of one food, such as pineapple of different grades and prices, were covered with paper marked with a number and held in place by a rubber band. Two women were assigned to open a can, weigh its solid and liquid contents, and place them in dishes bearing the same number as the can. These dishes were arranged in order, and each woman marked on a check sheet her judgment of such factors as color, uniformity of size, and general appearance of the pineapple slices and juice. The food was judged for flavor and texture at luncheon when the use of the different grade products was discussed. All rating was made on the basis of 1 for excellent, 2 for good, and 3 for fair, because numerical ratings were easier to compare than ratings expressed by adjectives.

After luncheon the papers were removed from the cans so that the information on the label could be studied. The discussion of grade, price, and use of the food from the different cans included a consideration of the commercial and home standards for the food.

Through these discussions an appreciation of the protection which the consumer now has from such agencies as the Food and Drug Administration and the National Better Business Bureau was brought out. The responsibility of consumers to use the information available to them now and to keep in touch with pending legislation and other movements important to consumers also became evident.

Keeping at It for Eight Years

(Continued from page 162)

There were a few rows which gave startling results. They maintained themselves 100 percent. When the origin of this seed was checked it was found that it had been gathered by H. L. Westover in Turkestan. Five strains of this Turkestan importation showed promise, but one was outstanding.

I visited the nursery on the V. V. Hickox farm in the Big Bend early in May. The results were apparent. These Turkestan varieties had maintained a 100-percent stand, showing themselves resistant to wilt and resistant to low winter temperatures, while the other varieties had been thinned out to a point of uneconomical production or had disappeared completely.

Increased planting of the best one of these Turkestan strains which are wilt resistant was made for the first time in the spring of 1934. There are about 4 acres in all on the farms of Jake Fisher, Harley Noah, and C. C. Cotton. In inspecting these plantings in early May, it appeared that the variety is not only wilt resistant but is a vigorous grower, starts early, and was considerably in advance of adjoining alfalfa fields.

While the seed-producing ability of this wilt-resistant alfalfa is not known, it is hoped that the 4 acres producing seed this year will yield sufficiently well to permit plantings of several hundred acres in the spring of 1936.

Malheur County alfalfa growers who, during the past several years, have followed these trials carefully, are enthusiastic about the possibilities. They believe that County Agent Larson has found the answer to their alfalfa problem. Should a seed crop be produced, additional field trials established throughout the county will be the final proof.

"The seed from this first 4 acres is being kept for the farmers of Malheur County. It is being grown under contract and will be sold at a reasonable price", County Agent Larson says.

Tri-way Cooperation in Michigan Speeds Electricity to Farms

Household equipment in use on Jackson County, Mich., farm.

Truck and trailer used by Michigan State College to demonstrate use of electricity on farms. A truck alone was used first.

ONE of the leading public-utility companies in Michigan announced on October 11 that it would build power lines in rural communties where farmers would guarantee them a yearly income of $150 a mile from power sales. At five consumers to the mile, that is an average expenditure of $2.50 per month for electricity.

Michigan has been the leading State in the Union for 4 successive years in the number of new users of electricity on farms. The total number of farm users of electricity in Michigan has increased from 6,800 in 1925 to 45,000 in 1935.

This increase occurred in a period of years when economic conditions on farms could not be described as good. Money was scarce, and optimism was a rare commodity in Michigan. There are no unusual demands for electricity for special purposes. Michigan raises a large variety of field crops and fruits and is interested in all branches of the livestock industry. The majority of the farms contain less than 160 acres, and there are no farm operations requiring wholesale amounts of power.

The average annual current consumption of Michigan farm users of electricity in 1934 was 712 kilowatt-hours. The rate charged farm consumers is the same as charged for city residential use. The rate is scaled so that farmers pay approximately 9 cents per kilowatt-hour for the first step, but, after consumption has passed 40 to 50 kilowatt-hours, the cost is approximately 2 cents per kilowatt-hour. Each farm is given transformer capacity enough so that any household or farm equipment can be operated.

The real story behind the greatly increased use of electricity in Michigan is a tale of the cooperation of three interests, the farmers, the power companies, and the Michigan State College. In 1926 the farmers would use electrical power if someone would prove to them that this form of energy competed in practicability and in cost with other forms of power, and the power companies would furnish the energy if someone would prove that it was a matter of public policy and was not an economic loss to build rural lines. The college accepted the job of acting as a middleman and gave H. J. Gallagher, agricultural engineering specialist, the problem.

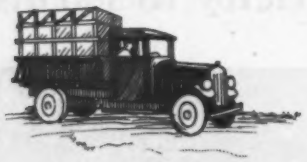
The first step was the building of an experimental power line in 1927 by the Consumers Power Co. to serve 10 farms near Mason, Mich. A special experimental rate for electricity was permitted by the State public utilities commission and the study of the practicability of using electricity on Michigan farms started. Electrical equipment companies helped by loaning types of equipment which were too expensive for the farmers to buy. The college made a thorough study of the most economical ways of operating all types of equipment and the cost of such operation.

The year's trial convinced the 10 consumers, the power companies, and the college that rural electrification was a feasible project, but the task of telling the thousands of Michigan farmers of this conviction remained to be done. Power companies could carry the message, but farmers would believe their story was prejudiced. The 10 farmers had no time to advertise their satisfaction. Again, the college accepted the task as extension work and detailed two members of its staff to arrange meetings in the State where the possibilities of the use of electricity on farms were discussed. One of the college specialists was Evelyn Turner, home management specialist, who talked to farm women about using electrical household equipment.

With more than 45,000 farmers in Michigan using electricity, this State ranks among the first in rural electrification. The Extension Service has had no small part in this record and plans to keep at it until electric light and power are available to all Michigan farmers who want it.

(*Continued on page 173*)

What's at the Other End of the . . . Farm-to-Market Road



Getting his start as a county agent, Harry E. Crouch has become known as one of the originators of the regional marketing plan. Representing the State department of agriculture, he has been a leader in establishing successful regional markets in New York which have become a model for the rest of the country. Mr. Crouch here gives a brief history and description of regional markets in that State.

FARM-TO-MARKET roads have gained the front page throughout the length and breadth of our land, due to the great need of such roads as a farm-relief measure and to the possibility of financing them with Federal funds. About 25 percent, or $2,750,000, of the appropriation of $11,000,000 made by the Federal Government to New York State for new roads this year is to be used for this type of road. More than a billion dollars has already been spent on hard-surfaced roads in this State. It is pertinent to ask what has been done, or will be done, at the other end of these roads to make them function properly in the distribution of farm products. It seems certain to me that along with the farm-to-market road program, plans should be made to complete the system of regional and local markets that are necessary to make these roads function properly in the distribution and marketing of farm products.

The need of such a program of market improvement was recognized in 1920 when studies of the problem were launched by the New York State Department of Agriculture and Markets. In 1925 a plan was developed for the capital district. In 1929 the college of agriculture joined forces with the Department in developing a State-wide program for such markets. It was not until 1931, however, that the first modern regional market was created in the State.

The first regional market was built in Buffalo by the railroads and the produce trade in competition with the old city-owned Elk Street market. It received the full cooperation of the city, however, and now handles all the wholesale business of the Niagara frontier. It is recognized as the most complete market in the United States.

Before I go any further, perhaps I should explain what a regional market is. The farm produce sold on a regional market comes from a wide area. For example, the Syracuse market draws its supplies from 26 counties. More than half of the counties in the State contribute something for sale on this market. Most of the produce, however, comes from Onondaga, Oswego, and other nearby counties. There are more than 4,400 farmers registered to sell on this market.

After the produce is sold it is distributed over a wide area. Syracuse buys about 65 percent, while 35 percent is trucked mostly to 15 cities within a hundred miles. Some of it is trucked much longer distances. There is a fleet of 50 trucks that carry this produce to its various destinations.

Another example of regional distribution is found in the capital district centering at Albany. The supplies for this market come from 15 counties and 57 townships. There are 150 truckers who buy supplies on this market for distribution over a radius of 150 miles. Some produce from both of these markets goes much farther than this, and it is common to see trucks from the Southern States on these markets. They bring in southern produce and take back supplies from this area. There is also an interchange of produce between the regional markets within the State.

We call them "regional markets" because they serve a wide area instead of just the city in which they are located.

In 1934, the second of the series of regional markets planned for up-State New York was created in the capital district. This is owned and operated by a farmers' cooperative association. The success of these two markets, one in Albany and one in Buffalo, has demonstrated their feasibility as terminals for our State roads.

Before another crop is ready for the harvest we expect to have two more regional markets open for business. Money has been allotted by P. W. A. and the State for such markets at Syracuse and Newburgh and for a secondary or local market at Poughkeepsie. These three markets are being planned and will be owned and operated by market authorities which are public corporations created by the legislature and controlled by the people of the districts they serve. They are nonprofit corporations or service institutions.

We now have 4 of the possible 6 regional markets provided for in the original plan for up-State New York.

Market studies for the Rochester region have just been completed by the

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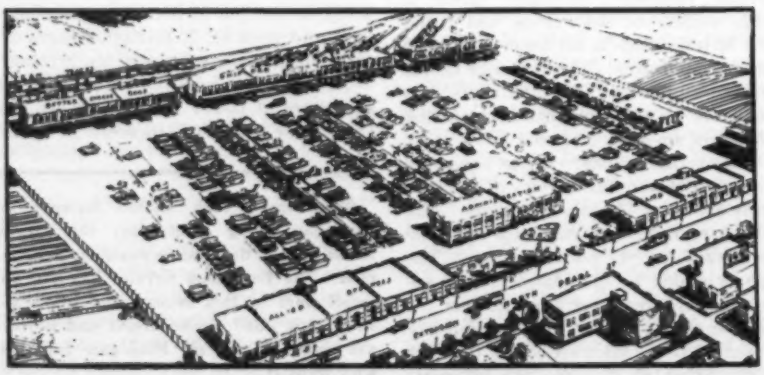
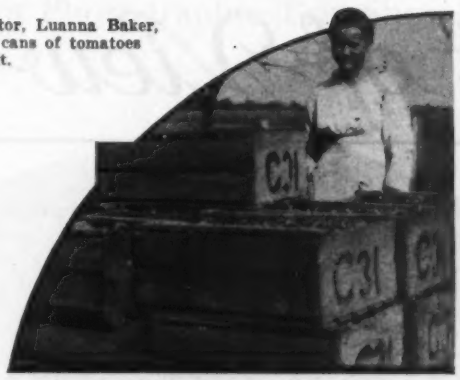


The capital district market of New York.



A 4–H cooperator, Luanna Baker, produced 7,812 cans of tomatoes from her project.

Gwen Rudolph grew 8 acres of tomatoes, making a gross income of $1,175.

4-H Club Members Grow Tomatoes

For Successful Cooperative Canneries

When you happen to open a can of Morning Star tomatoes, red ripe and wholesome, it will be 1 can from 17 carloads that were packed during 1935 by the Morning Star 4-H Club Cooperative Canning Co., of Dubois County, Ind. This group of more than 60 club members has been supported by the members of 5 adult cooperative canneries and by County Agent C. A. Nicholson. The canning plant is owned and operated by these older 4-H club members and is returning profits for their cooperative effort.

EACH YEAR the five cooperative tomato-canning plants in Dubois County award to the winning 4-H club member growing tomatoes for the plant a free trip to the Purdue 4-H club round-up. During 1934 there were 60 older club members growing tomatoes for the cooperatives. Linus Schmitt not only won the trip offered by the Break o' Day Cooperative Cannery but made considerable profit. On 6¼ acres he produced an average of 14 tons of tomatoes per acre, or enough to fill 54,284 no. 2 cans. The value of the crop, in cans, after all expenses had been deducted, was $1,250, or $200 per acre.

The 11 club members who were growing tomatoes for the Break o' Day Cannery grew enough tomatoes to fill 55 percent of the total output of that cannery. The club members' tomatoes went into 240,676 no. 2 cans. The total of the pack was 433,500 cans, valued at $28,800, and the club members' share was approximately $15,000. All 4-H club boys and girls have shown a profit, and their interest has been maintained and stimulated.

The Break o' Day Cooperative Cannery was the first to be established in Dubois County. It was organized by 15 farmer-cooperators who bought stock to build the $2,000 plant. Seventy acres of tomatoes were canned the first year, and the cannery furnished employment for members of the cooperators' families, as well as others within the community. When the season's bills had been paid, the farmers found that they had received $15 per ton for their tomatoes, which was considerably more than commercial canners were paying.

The development of the cooperative canneries in Dubois County came as a part of County Agent Nicholson's efforts to diversify the farm income for the county. Tomatoes became a new cash crop, and the market was found more profitable when the farmers managed it themselves. The labor of the farm family in producing the tomatoes and in the canneries has also contributed to local income.

The second year farmers obtained $20 per ton for tomatoes they marketed through the Break o' Day Cannery. Because of the success of this cannery two additional plants were started.

The Shamrock Cooperative Cannery in Ireland community contributed its part to the county enterprise. In addition to the 15 stockholders and 31 members, they have invited the participation of older 4-H club members in tomato projects. In 1934 this unit produced 442,000 no. 2 cans of tomatoes, valued at more than $30,000. This production figure represents 19 carloads of canned tomatoes. Thirteen 4-H club members grew tomatoes to fill 54 percent of the entire pack of 238,661 cans, valued at $14,940. Here the winner was Richard Burger, who produced approximately 39.3 tons on 2.85 acres, and the alternate was Jerome Schwenk, secretary of the local 4-H club, who produced 38.5 tons on 2.89 acres.

The Daniel Boone Cooperative Canning Co., of Boone Township, canned 15 carloads, or 360,000 cans. The 36 4-H club members grew 67 percent of the entire crop. Trips to the Purdue 4-H club round-up were awarded to Esther Theising, one of 9 members in the Celestine 4-H club, who produced 13.2 tons to win one of the trips.

The record of one 4-H club member, Delbert Brown, shows further diversification of cash income by the raising of turkeys. He is now attending Indiana University, financed with the $250 that he made on 1.89 acres which produced $100 worth of turkeys and more than 19 tons of tomatoes.

The combined record of the 60 older 4-H club members belonging to the co-

(Continued on page 173)

My Point of View

Good News

The distribution of tobacco checks revived the tobacco question again with its many angles, but at the same time it makes one feel mighty good to be able to hand out checks that one-fifth of the farmers were not expecting; 75 percent of them larger than the farmers were looking for, and the expense of administration much lower than 99.44 percent thought it would be. I thoroughly believe farmers would vote 20 to 1 to continue the tobacco contracts.—*Raymond Rosson, Washington County, Tenn.*

* * *

More than Economics

Probably the turning point was during 1930, when we began to handle freight-reduction certificates and some highway-work projects for farmers whose incomes had been severely reduced by the 1930 drought of this section. The last 5 years have been years of constant change in the type of program we carry and the actual mechanics of the job at hand.

Now, near the close of 1935, we old-timers in county extension work marvel at the things we do—things unheard of and undreamed of 5 years ago. The very fact that extension has adapted itself to lightninglike changes in planning, and even in thinking, proves more than anything else the manifold capabilities of a rather marvelous piece of machinery—the Agricultural Extension Service.

But yet, as we begin to summarize in preparation for the annual report of extension activities, we find we are working for exactly the same goal as when extension first began. That goal is now, and ever should be, a more satisfactory living and a more abundant life for the American farm family.

After all, the only change has been in the type of machinery in use, and this doesn't mean that all of the old machinery has been relegated to the scrap-heap. Perhaps it's old-fashioned, but I still get more of a thrill from viewing the results of some successful livestock or soils demonstration project than from watching the Corn-Hog Association treasurer pass out the biggest check in the county.

"Come out when you can", wrote one farmer recently, "and help me decide how to handle my clover field. I'm afraid the clover is so thick and heavy that it will smother itself out." Now, that from an operator of a small farm on a woefully poor hilltop indicates change, and permanent change. It means a little larger cream check, a much smaller feed bill, more manure to return to the soil, better corn crops to follow the clover and manure, a little better living, and a little more abundant life.

So, that, necessarily as the economic program has come to be, yet without a balanced production program to help, economics alone cannot accomplish the goal of extension.

And 5 or 10 years hence, after having used new tools, discarded some of the old and some of the new, and developed still newer tools, we will find extension still in the American scheme of things; we still will marvel at the new type of program at which we are working, and we still will find one thing to be a permanent part of our program—a more satisfactory living and a more abundant life for the American farm family.—*George W. Kreitler, county agricultural agent, Meigs County, Ohio.*

* * *

Put Yourself in Their Place

In conducting our extension program I often wonder if sufficient consideration is given the farmers and their problems. It would be well for extension workers to draw imaginary pictures in their minds, placing themselves in the farmers' positions, then figure out how you could best be assisted. Have you carried out the program to the best advantage from the farmer's point of view as well as your own? Workers who give this serious thought, or those who have experienced the hardships that some of our farmer friends endure, are in a position to appreciate fully the beneficial service to be rendered and how best administered. Be considerate as well as tactful.—*A. W. Aicher, county agricultural agent, Meade County, Kans.*

Rehabilitation Succeeds

On a recent visit to seven rehabilitation clients with the county supervisor, we found all of them hard at work but one. The six working were very enthusiastic about their "set-up" and appreciate very much the opportunity of making a crop and a chance to become self-supporting. It was certainly gratifying to see the contented look on their faces and the pride they took in their stock and crops. Only one of the seven appeared indifferent. He had in a good crop and was taking care of his horse but just did not compare with the others.—*W. F. Carpenter, county agricultural agent, Grundy County, Tenn.*

* * *

Producers and Consumers

The farm association of Baylor County is firm in the belief that the greatest program to be initiated for the welfare of the farmer in Baylor County, Tex., is the recent organization of the Producers and Consumers Corporation.

This corporation is composed entirely of persons who derive a major portion of their income from the farm and has already been chartered under the cooperative marketing law of Texas, Baylor County. Farmers state that the only real way to solve the current problems of agriculture is for the farmer to do things for himself without relying upon political parties which may come and go at any time. The organization should prove to be of great help to farmers in selling their products at a reasonable profit and at the same time in buying by giving reasonable marginal profit.—*P. C. Colgin, Baylor County agricultural agent, Texas.*

* * *

Conveniences for the Home

The people of Weakley County, Tenn., are buying more conveniences this year than ever before, especially labor-saving devices for the women. A washing-machine agent reports that he has sold 25 washing machines in the county, and the greater part of them have been sold to club women.—*Mrs. J. T. Ellis, Weakley County, Tenn.*

A Recent Photographic Trip Shows . . .

Plenty of Activity Down Dixie Way

A Florida school bus loaded with canned products of the Gadsden County home-demonstration club women. These 81 women, with the help of their home-demonstration agent, Elsie Laffitte, sell cooperatively about $2,000 worth of home-canned products and fresh dressed chickens a month.

An Alabama sawmill is kept in full-time operation these days.

A Mississippi farm woman washes her clothes with TVA power. On this dairy farm TVA power is used to operate the milking machine, cookstove, electric iron, and radio; to light the house, pump the water, wash the clothes, and run the vacuum cleaner.

County Agent N. V. Davis, Coweta County, Ga., brings the cotton benefit check.

A Florida woman, Mrs. W. W. Goode, gets the cooperation of the family and cans some Hickory King corn in her recently built canning kitchen. She is canning according to the family's budget requirements which she has worked out with the help of the home-demonstration agent, Ethyl C. Holloway.

Agriculture Comes of Age

How we are trying to get a philosophic approach to agricultural policy is discussed by Dr. Carl F. Taeusch, special assistant to the director, division of program planning, Agricultural Adjustment Administration.

IT MAY SEEM to some to be a far cry from agriculture to philosophy, but those who know farmers best know that most of them are natural-born philosophers and that the whole environment of the farm is conducive to philosophical reflection, at least at odd moments, in the course of a busy life. Indeed, the farmer is almost alone among those who can think on all sides of a question and all around it. The United States could well afford more of this sort of thinking.

Hence it may not be so strange, after all, that the school for national extension workers held at Washington, D. C., from October 15 to 19, included philosophy, as well as social and economic theory and agricultural policy in its subject matter. Preceded by a conference, last summer, of some dozen or more of the leading philosophers of the country, with Assistant Secretary M. L. Wilson, this philosophical approach to the problem of a desirable agricultural policy appears to have satisfied in part a long-felt want. And the experience gained by presenting this school as an experiment to the extension workers of the Department, before suggesting additional schools in the various States, will enable the Extension Service to approach the States with an example and not merely with a precept.

It is not the purpose of these schools, which are being suggested for extension workers, to insert a doctrinaire philosophy under a fixed and predetermined agricultural policy, but rather to encourage broader thinking along the lines of more desirable national agricultural policies.

The immediate objective of the proposed schools suggested to the several States is the orientation of the county agent and of the home demonstration worker to the broader national problems now confronting them. In some States, the deans of the land-grant colleges and the extension directors are interested in developing a similar program for their staffs, with a view to broadening and expanding their curricula in the direction of more social theory and philosophy.

The Department of Agriculture has as its foundation a substantial record of scientific achievement, pure as well as applied. But those who have followed the writings and speeches of Secretary Wallace realize that their implications reach beyond this basic objective. Without retarding in the least the continued progress of agricultural science, indeed, complementing and implementing it, is the growing hope of the Department that in cooperation with the land-grant colleges there may be developed those broader social and philosophical implications of agricultural policy which point to a more abundant rural life as well as the continued contribution of agriculture to the national welfare.

Rural Electrification

Moves Forward With Loan Contracts

SEVEN projects have been approved for loans by the Rural Electrification Administration for the extension of electric service into rural areas in six counties. The loans provide for the construction of 1,125 miles of electric lines in Boone County, Ind.; Rhea County, Tenn.; Miami County, Ohio; Bell County, Tex.; Dallas County, Iowa; and Scotts Bluff County, Nebr. The last-named county has 2 of the 7 projects.

The loan contracts are between R. E. A. and the organizations sponsoring the projects and aggregate $1,274,084, which represents the entire cost of the line construction. The loans call for 3 percent interest, and repayment is made over a 20-year period, making the projects self-liquidating. There are no payments on the principal during the first year. In most cases R. E. A.'s security will be mortgages on the lines, but in Dallas County, Iowa, the private utility company undertaking the project, pledges its general credit.

In order that farm homes may take full advantage of the new electric facilities, the Electric Home and Farm Authority will make loans for the purchase of farm and home equipment such as utility motors, electric water pumps, refrigerators, washing machines, and ranges, through dealers, private utilities, and other non-Government agencies.

The contracts call for the immediate starting of the construction and provide for the employment of local labor, drawn from relief rolls wherever possible, define the hours of labor and conditions of employment, and reserve the right to inspect pay rolls and personnel records at any time.

The largest of the projects is in Boone County, Ind., and embraces 587 miles of line which will reach approximately 2 200 new rural customers. The entire loan of $567,926 is loaned to the Indiana State-wide Rural Electric Membership Corporation, sponsored by the State Farm Bureau. This organization is typical of a new cooperative movement adapted to the business of distributing electricity. Such corporations have been authorized by statutes recently enacted in Indiana and several other States.

Lower Farm Machinery Costs

(*Continued from page 163*)

work. Harry Linn, field representative of the Iowa Horse and Mule Breeders' Association, cooperates at many plow adjustment field days by giving a demonstration of multiple hitches. These combined demonstrations of plow adjustment and multiple hitch have been one of the most popular and effective demonstrations that have been held in many counties, according to reports of agents.

The project on farm power and machinery has been one of the most popular in Iowa in recent years, demands for it continuing to increase despite the press of emergency activities. The complete series of the winter training school and the plow and binder adjustment field days have been completed in 24 counties and one or more of the series of demonstrations have been held in 10 counties the past year. A total of 265 meetings on machinery repair and adjustment were held during the last 2 years with a total attendance of 8,500 persons, representing 3,297 different individuals.

The total influence of these meetings and training schools cannot be estimated, Mr. Virtue explained. For example, reports have been received of 1 farmer who helped his neighbors repair 30 binders in 1 season and another local leader who assisted in repairing 7 mowing machines.

After Spending Months in Carefully Preparing a Publicity Plan to Strengthen His Campaign to Conserve Farm Manure, County Agent J. L. MacDermid, of Orleans County, Vt., Launched it with the Slogan . . . . . .

"There's Gold in Every Forkful"

J. L. MacDermid.

WHEN a "conservation of farm manure" program, using "There's Gold in Every Forkful" as its slogan, inspires a hired girl to compose this rhyme and tack it up on the kitchen door, county-agent publicity is getting results.

"If there's gold in every forkful,
You outdoor galoots,
Why waste your worldly substance
By bringing it in on your boots?"

And, when the farmer sees the joke and carries the rhyme to the local newspaper, and the editor prints it, and other editors reprint it, publicity is getting somewhere.

When we analyzed the situation and tried to determine what it was that caused a hired girl to burst into rhyme, we found that all the credit must go to carefully planned publicity. For it happened late in 1933, a year in which few county agents had much time to devote to a program of "the conservation of farm manure" type.

To get at the root of the matter we must go back almost a year before the hired-girl episode and see the county agent and the extension agronomist planning this program. They've decided on the program and have congratulated each other on the choice of a slogan. The next job is to work out the program in detail.

The program was months in the process of preparation, but by early March it was complete. By that time a folder had been prepared containing (1) 15 post cards, all complete as to material and dated for mailings over the next 7 months, and (2) dated newspaper releases for the same period, each release developing and enlarging upon the information on the post card of that date. The folder was handed to the office secretary, and the publicity phase of the job was done, except for two radio talks subsequently prepared and delivered by the agent.

Each of the post cards was headed with the slogan, "There's Gold in Every Forkful", and bore a different message on the use or value of manure. The first card read:

"The manure on an average Orleans County 20-cow farm is worth $563 (figured in its crop producing value at present-day prices).

"With good management, this manure could be worth $789. With poor management, this same manure would be worth only $338. Any saving through better management is especially important this year."

Later cards considered good management in the care of manure at the barn, the loss when exposed to weather, the necessity for adding phosphorus for a complete fertilizer, spreading manure over more acres, and the use of manure on different kinds of soil and on the different crops grown in the county.

The cards sent out about the time of the radio broadcasts urged farmers to tune in on WDEV, for full information on how to get the greatest value from the manure supply.

The best-known and most successful county-agent campaigns carried on in this county have made heavy use of publicity similar to that mentioned. One very heavy campaign used meetings in every community and letters attached to creamery checks in addition to the post card and newspaper barrage. Other variations included printed post cards and letters to replace mimeographed letters, illustrated mimeographed letters, and use of colored ink. But all campaigns had one thing in common — publicity formed a major part of them, and it was planned in advance.

There's another important point which should not be overlooked. Local editors like to be well supplied with current news, and, when a big campaign is about to break, they like to be in from the start. Editors of country weeklies appear to be especially susceptible to this type of collaboration and enjoy featuring rhymes, poems, and letters to the editor which may appear on the subject.

The campaign, "There's Gold in Every Forkful", caught the popular fancy and brought forth a number of unsolicited items in the local papers which were very effective, such as the testimonial of a local reporter who wrote up a news item concerning an overturned load of manure under the title, "Truckload of 'Gold' Spilled", or the following short editorial, "According to recent press reports, the motto of County Agent MacDermid is 'There's gold in every forkful.' We'll yield on that point, but who wants to pan it out?"

After 2 years when a State-wide manure-conservation program was being launched in the fall of 1935, a local editor had not forgotten the old slogan and, in announcing the new campaign, wrote: "This man MacDermid is a clever fellow. His famous 'Gold in every forkful' slogan was widely quoted and will never be forgotten in Orleans County."

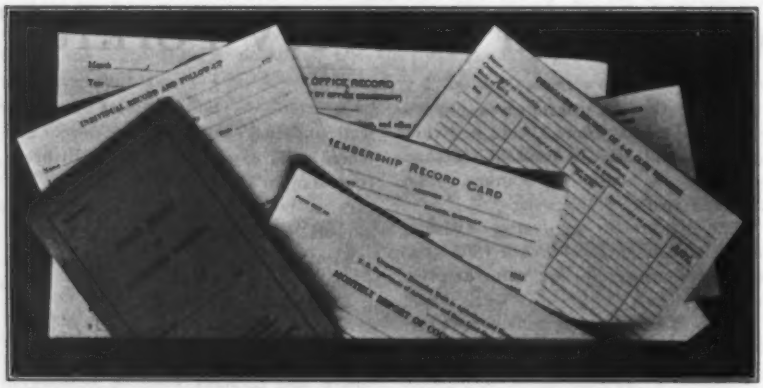
What's in a Name?

What is the best slogan you ever used? The success of the manure-conservation campaign described in this issue was partly due to the appeal in "There's gold in every forkful." Other agents have hit upon a catchy slogan which carried the idea in an unforgettable way. Some which come to mind are "New deal for old furniture", which interested Montana homemakers; "Know your groceries", a consumer-buying study in Maine; "Plant for prosperity" which carried the live-at-home idea to Tennessee farmers; "Wage war on worms" which tells exactly how New Jersey poultrymen were planning to improve their flocks.

Send in the slogan which you have found most helpful, and it will be printed in the Review with due credit.

Help for Those Indispensable Bugaboos

Records and Reports



ALMOST every extension worker knows the value of reports and the trouble in making them. To see if anything can be done to minimize the trouble and increase the value, the section of extension studies and teaching of the Federal Extension Service has recently made a detailed study of the various record and report forms used by State and county extension workers throughout the country.

The upshot of this study is a series of 14 standard record and report forms to cover in as simple and easy a manner as possible practically all of the essential record and report functions. These forms have been so designed that each form fits in with every other form, and together they present an integrated system which will meet all ordinary record requirements and will anticipate, to a very large extent, the preparation of the annual report.

In this evolutionary chain of records and reports the daily reports provide information for the monthly reports from which material is summarized for the annual report. The field diary (form EST 1), an innovation in many States, is a pocket-sized notebook which provides for the daily recording of field activities and supplements the daily office record (form EST 3). From this material the county agents and supervisors and specialists make their monthly reports out of which the annual report is compiled.

A new type of record is the permanent farm and home record (form EST 12), the keeping of which is of the utmost importance to the future development of extension work. This is a permanent record of extension influence upon individual farm families. In addition to descriptive information regarding the farmer and the farm, and the homemaker and the home, provision is made for recording activities conducted and major practices adopted by the farm man and woman. Space is also provided for recording participation of children in 4-H club work. A. A. A. contracts will, in many cases, furnish much of the information required to set up this record file. Once set up, the posting of the cards becomes a matter of office routine.

Report Forms Available

The suggested report forms of which sample copies have been printed and are now available for distribution to State supervisory officers are: Field diary for extension workers (form EST 1), individual record and follow-up (form EST 2), office summary record for meetings and farm and home visits (form EST 4), daily office record (form EST 3), 4-H club membership application (form EST 5), 4-H club enrollment summary (form EST 6), permanent record of 4-H club member (form EST 8), report of 4-H or home demonstration club meeting (form EST 7), membership record card (form EST 9), report of practices adopted (form EST 10), summary of practices adopted (form EST 11), permanent farm and home record (form EST 12), monthly report of county extension workers (form EST 13), monthly report of supervisors and specialists (form EST 14).

It is not contemplated that these forms will be supplied by the Federal Extension Service for regular use, but rather that this piece of work may be of assistance to State extension services in improving certain record and report forms now in use.

4-H Club Members Grow Tomatoes

(*Continued from page 167*)

operative groups was really a record. They grew more than 50 percent of the entire pack in the three plants, enough to fill 721,677 cans—30 carloads, with an approximate value of $45,000. The entire volume of business for the project was $80,000, and 1,235,000 cans of tomatoes were produced in the five cooperative plants.

County Agent Nicholson, who has contributed to the successful operation of these plants, says that many of the growers are employing persons formerly on the unemployed rolls of the county, so that the canneries have been of direct benefit to more than the producing members.

During 1935, grading schools were held at the five cooperative canning plants. "4-H club members were extremely interested in the grading work", says Mr. Nicholson. It was possible to make a definite check of the results of the grading work because 2 of the group of 56 4-H club members failed to attend any of the schools. When the tomatoes of the 4-H group were weighed and graded during the followiug week, the two members who had missed the meetings had more no. 2 tomatocs than any other individual, and they had between them more culls than the entire 54 members who had attended the meetings.

Kansas 4-H Building Dedicated

One thousand 4-H boys and girls took part in the dedication of a new $100,000 4-H club building located on the grounds of the Kansas State Fair at Hutchinson, Kans. Governor Alfred M. Landon dedicated the fine structure. The 2-story fireproof building was designed to provide for the safety, comfort, and recreational and educational activities of the boys and girls during their annual camp at the State fair. The building was a joint State and Federal P. W. A. project made possible at a special session of the legislature.

Illinois Farmers Use Their Records as a

Yardstick for Measuring Progress

A NEW price tag can now be put on good farm-management methods as a result of 10 years of records which Illinois farmers have kept in the farm-management service of the farm bureau.

Records kept by 63 farmers who have been enrolled throughout the 10 years form, the basis for the new price tag. Fifty-seven of these farmers occupied the same farms during the 10 years and otherwise operated their land so that it was possible to make direct comparisons between them.

Ten of these 57 farms made more marked improvements in their farm-management methods than others during the 10 years of the project. However, during 1925, 1926, and 1927, the first 3 years of the project, before the improved farm management began to make itself felt, the average annual income for these 10 farms averaged $1,195 less than the average for the whole 57 farms.

During 1932, 1933, and 1934, the last 3 years in the 10-year period, each of these 10 farms on which the farm-management methods were improved earned an average annual net income of $390 more than the average for the whole 57 farms.

These farmers improved their position by using their records and accounts to find out how well they were running their farms as compared with other cooperating farmers. They also applied practices that had been proved in the records to be profitable on other farms of a similar type to theirs.

Thus, in 10 years these farmers, as a group, advanced from a position far behind the average for all farms in the project to a position well ahead of the average.

This is the twentieth year that farmers have been keeping accounts in cooperation with the extension service. The farm-management service of the farm bureau, in which approximately 1,000 farmers in 16 counties are enrolled, represents an advanced stage in the development of this account keeping.

One of the outstanding products of the record keeping has been a seven-point program for good farming. This has been built up by the college through a half century of experimental work backed by the records which thousands of farmers have kept during the last score of years and the accounts summarized during the last 10 years in the farm-management service project.

The seven points of the recipe are:

1. Plan a rotation of crops and good field arrangement.
2. Keep the kinds and amounts of livestock that are well suited to the farm, the farmer, and the market.
3. Produce high yields of crops.
4. Produce good returns from feed fed to livestock.
5. Keep labor costs low in proportion to income.
6. Keep power, farm machinery, and livestock equipment costs low in proportion to income.
7. Keep building and fence costs low in proportion to income.

Among the 63 farmers who have kept records throughout the 10 years of the project, the 1 farmer whose farm excelled in all 7 of these factors had an average annual net income of $4,050 during each of the 10 years. The 6 farmers whose farms excelled in 6 of the 7 factors had an average annual net income of $2,890.

Farms strong in 5 of the 7 factors had an average annual net income of $2,380; those strong in 4 factors earned an average annual net income of $2,140; those strong in 3, $1,915, and those strong in only 2 factors, $1,550. Farms which excelled only in 1 or none of the 7 factors had an average annual net income of only $965 for each of the 10 years.

Some farms not ranking high in earnings at the present time are building up the productivity of a badly depleted soil and getting high-producing livestock herds established. With good farming practices these farmers will be able to improve their earnings materially in years to come.

The Hawaiian Extension Service has recently moved into new quarters in this new, modern agricultural building on the campus of the University of Hawaii, Honolulu, Hawaii.

Speeds Electricity to Farms

(*Continued from page 165*)

A special truck with home and farm appliances was exhibited at each meeting. All meetings were held in places where current was available, by tapping lines, to operate all the equipment carried on the truck. These meetings continued through the next few years, and 28,092 people heard the college specialists discuss the use of electricity on the farm. The appeal of the home-economics specialist's story is apparent if the comparative use of electricity in the Michigan farm home and for farm power is examined now. It is evident that women have had a large part in the decision that electricity adds to the attractiveness of farm life.

Another booster for electricity on Michigan farms is the 4–H club boy who studies rural electrification. Michigan club work includes this project, and the Michigan State College has published a bulletin for use of the club members.

If there is any moral in this story on the farm use of electricity in Michigan, it is that extension work will succeed even under very adverse economic conditions if a real service is offered and if the right personnel is in charge of the project. One of the qualifications needed to place an extension member in the classification of "right" is a high coefficient of elasticity, the ability to rebound after a knockdown.

Weed-Control Exhibit Shows
Profits Up When Weeds Down

"MAKING farmers weed conscious is one of the essentials to carrying out a successful weed-control program", declares Oliver C. Lee of the Indiana Extension Service. As one step in this direction an exhibit featuring poisonous plants and perennial weeds under the heading, "Weeds Cause Crop and Livestock Losses", was displayed at the State fair.

The exhibit was divided into two sections, one dealing with poisonous plants under the subheading, "Protect Livestock from Poisonous Plants", and the other on field weeds. The field weeds were discussed under the heading, "Protect Your Farm from Perennial Weeds." The exhibit carried out a color scheme of two shades of blue with gold letters. Colored photographs gave an added touch and aided in presenting information regarding the control of weeds. Two bulletin machines, each showing 12 cards with pictures, furnished detailed information on methods that will help to prevent livestock losses, methods of preventing the spread, and how to eradicate the most serious of weeds.

The newspapers of the State carried a story about the exhibit in advance of the State fair. The readers' attention was called to the type of exhibit to be presented, and it was stated that Mr. Lee would be on hand to answer their questions. It is difficult to say how many people saw the exhibit. It is known, however, that more than 2,000 individuals asked for literature, and many others asked questions on various weeds and their control.

4-H Clubs Organized
In Southern Colleges

GEORGIA leads the list of Southern States in which 4-H clubs have been organized among college students. There are three such clubs in the State taking their enrollment from former 4-H club members attending the college of agriculture at the University of Georgia, the Abraham Baldwin Agricultural College, and the Georgia State Teachers' College.

The first of these college 4 H clubs was organized in 1924 at the University of Georgia, and its constitution and by-laws have served as models for the other two clubs. This club is reported to be the largest individual organization on the campus of the University of Georgia. "It is very active, due, I think, mainly to the aim f raising $100 a year as a scholarship loan fund as set out in their constitution", says Assistant State Club Leader A. S. Bussey. The money is not easily raised as most of the members are working their way and are borrowing money to complete their education. The members make the money by selling drinks and sandwiches at special meetings held at the agricultural college. These older 4-H club members also contribute their time. Last summer the members attending summer sessions at the college presented a play during the State 4-H club conference and in other ways served the visiting club members.

The University of Arkansas 4-H club was organized in 1929 with more than 30 members who had been active 4-H club members in their home communities. The boy and girl who were the mainspring of this organization are now county extension agents in that State. The present enrollment is about 50. The club holds two meetings each month and members are active in all campus activities. President Futrall of the university made the statement 2 or 3 years ago that this was one of the most useful campus organizations.

This Arkansas University 4-H club sponsored and established a 4-H clubhouse for girls in 1932. This year there are more than 30 girls in the house who are attending the university and are aided in the endeavor by the economical manner in which the house is operated. A food budget is prepared for each girl, things which she could bring from home, and the average monthly board bill is never more than $10. The house is managed by one of the girls, and each girl spends about 1 hour a day in the operation of the home. The house has always had a house mother.

The 4-H club at Virginia Polytechnic Institute has been very active and during the last 2 years has made every effort to obtain a 100-percent enrollment of all 4-H club members attending the school.

There are two college 4-H clubs in South Carolina. The membership at Clemson College is 35, with an anticipated increase due to the incoming freshman class. There is also a club at Winthrop College at Rock Hill.

Further development of the college 4-H club activity is planned in North Carolina, Tennessee, and Louisiana during this school year, according to reports from the club agents in these States.

Mrs. H. L. Kempster, formerly Essie Heyle, home demonstration leader in Missouri, resigned her duties in the extension service August 1 to take up her duties as head of the Kempster home.

Doing Four a Day

Eighty Arkansas County Meetings in Three Weeks

"EXTENSION programs will not die" was the cry of the Arkansas extension workers when faced with the rush and push of the 1933 "Cotton Plow-up Campaign." The programs for better farm practices, for better homemaking, and for the improvement of rural living which had been built by years of educational effort must be continued.

Farmers might forget the long-time programs developed in their communities when faced with the problems of acreage adjustment, or in the rush for time might neglect pasture improvements, crop rotations, and other extension activities leading to better farm practices.

Extension workers were not likely to forget these worth-while projects which they had spent years developing. It was their new problem to keep the farmers informed, not only on the activity of the Agricultural Adjustment Administration, but on the continuation of established extension projects.

Under a plan devised by Extension Director Dan T. Gray, the district agents, and others interested in maintaining extension projects, a series of meetings was held throughout the State in 1934. At each of the meetings current information, educational material, and topics of general farm and home interest were presented on both extension work and the Agricultural Adjustment Administration.

The second series of meetings was held during the first 3 weeks of July 1935 and reached the farmers in every one of the 75 counties of the State. In all, more than 80 meetings were held, some counties holding 2 meetings.

How could 80 county-wide meetings be held in 3 weeks? The answer lies in concentration and work. There are four district agents in the Arkansas extension organization, and each of these agents had a team composed of a representative of the cotton section of the Agricultural Adjustment Administration, a prominent figure in the agriculture of the district or in some cases of State or national reputation, and extension specialists in the fields of greatest agricultural interest to the district—clothing, canning, and nutrition. In many places local farmers took an active part in the meeting.

The county extension agents made arrangements for the county-wide meeting. In some counties it was a 2-hour meeting, either in the morning or afternoon; in others it was an all-day affair. At one place 1,100 people—farmers and their wives—attended the all-day meeting and consumed 300 watermelons at lunch time.

By unifying their efforts it was possible for extension agents to carry to the farmers of Arkansas the latest in agricultural planning and to keep alive long-time extension projects. Every day during the 3-week period four meetings, one in each of the extension districts, brought before the farmers and their wives the latest developments in better farm and home practices.

They Follow the Leader

A GIRL 14 years old attending Connecticut's junior short course studied how to keep personal accounts. By December of that year she was asking for 20 account books, one for every girl in her two 4-H clubs. Six months later, 12 of them were still going strong, and Mabel Emanuelson's own records had won for her a scholarship for another session at junior short course. She is still making converts, including her mother, a married sister, and some young married couples.

To the novice, account keeping is likely to look both difficult and dull, and it is hard to persuade one to try it out long enough to discover how much the effort is overbalanced by the satisfaction. Mabel Emanuelson's persuasion is direct to the point. "I asked them if they were getting enough for their money. They didn't know but would like to, so they are keeping accounts."

Mabel's own accounts effectively demonstrate the satisfaction, and the figures are a study in themselves. She makes out a budget at the beginning of the year to cover all expenses for clothes, books, lunches, doctor, and dentist, gifts—that is, all personal expenses. During the year she records the expenditure of every penny, and during her 2 years of keeping accounts she has kept the second total well within the first.

She has been a member of a 4-H clothing club since she was 9 years old and can make most of her own clothes. She has bent all her efforts to the two projects, clothing and accounts, and carried both over to a club of younger girls of which she has been leader since 1933. She has won more than 50 prizes, including a first at Camp Vail this fall for an evening dress, well made, pretty, and becoming.

4-H club accounts are judged on accuracy, well-proportioned expenditures, being kept up to date, accuracy, and spread of influence. Mabel Emanuelson is still leading in the spread of influence, with plenty of other account keepers to show for her efforts. Keeping personal accounts is a logical part of every home-economics project, and under the guidance and encouragement of Gladys Stratton, specialist in home management, Connecticut has an increasing number of enthusiastic young bookkeepers who want to know where they stand financially with their $3 or $300.

Farm to Market Road

(*Continued from page 166*)

Monroe County planning board, and Cornell University is studying the problem in the lower tier of counties. The department of agriculture and markets made studies in these areas several years ago and concluded that a modern market should be established in each of these regions.

The findings of these later studies may change these conclusions. The creation of these regional markets does not complete the plan for the State. There are 24 cities that have secondary markets of various sorts. Such of these as have been successful should be placed in permanent locations and provided with modern facilities. These markets are mostly retail markets and are of particular importance to the small producer and the general farmer who have surpluses of fruits and vegetables, poultry, and eggs above the family needs to dispose of.

IN BRIEF • • • • • •

News.—A "spot news" service for California farmers has been started by California Extension Service. It will report currently on commodity prices, production trends, storage, carry-over, sales, and shipments. It is designed to supplement the agricultural outlook, published annually. The reports will be distributed among farm advisers, farm associations, marketing organizations, financial editors, and others interested.

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Trees.—Final figures show that 953 Ohio farmers planted a total of 1,104,276 forest trees, cooperating with county agricultural agents. This is an increase in number of farm plantings of nearly 250 over last year.

4-H forestry clubs planted 208,500 seedlings in 20 Ohio counties. Tuscarawas County led with 90,500 trees, nearly half the total number planted in all the counties by 4-H clubs.

Through the combined efforts of the 4-H members and vocational agriculture students, 422,500 trees were planted.

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Recreation.—Several counties are going forward with plans for establishing rural recreational centers. In Tippecanoe County, Ind., $3,000 has been appropriated by the county to be used for improving a park in which 4-H club exhibits, farm bureau picnics, and other events are held. The money is to be used for sundry improvements, including the purchase of tools and equipment for making the improvements. Native shrubbery will be used in landscaping.

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Fairs.—During the fall agricultural fair season, Louisiana held 34 parish, 1 south Louisiana State, and 1 State fair. The judging at these various fairs was done by a group of specialists, district, county, and home demonstration agents, and other members of the Louisiana Agricultural Extension Division.

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Forestry Tour.—Sixty-seven New York State farm boys and girls, members of 4-H forestry clubs, attended the third 4-H Adirondack forestry tour September 28 to 30. With the club members were 24 club leaders and 3 staff members from the New York State College of Agriculture. The boys and girls, coming from 22 different counties, are winners of awards for meritorious work in either the first or second year of forestry club work. The 1,700 members in the State planted, in the aggregate, more than 1,700,000 trees in 1935. Although some pay their own way, expenses for the majority of members are being paid by interested outside agencies.

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Camp Reviews.—The good effects of an unusually successful series of women's summer camps in Idaho are being continued this winter by camp reviews given at home-demonstration meetings by women who attended the camps. "These reviews add greatly to the interest of the home-demonstration program in Idaho", reports Marion M. Hepworth, State home demonstration leader. Farm and home improvement in cooperation with the Federal Housing Administration and the importance of the national wool-promotion campaign to Idaho were featured at this year's camps.

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Food.—According to W. R. Cole, extension specialist and W. P. A. supervisor of gardens and canning activities in Massachusetts, enough fresh vegetables were grown on more than 700 acres to give 5 pounds a week to each of 17,000 persons from November 1 to May 1. In all, more than 2,000,000 pounds of vegetables were produced in these W. P. A. gardens in 25 towns and villages in the State. Individual gardens were supervised in five other communities and canning centers established in 30 places. The gardens offered employment to more than 1,000 men, and 800 women are canning 125,000 cans a week in the canning centers.

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Newspaper Support.—Making the headline on page 1 and crowding war news into the background for several issues of the local papers might show some measure of the support given the 1935 Mississippi State Fair held at Jackson, October 14 to 19. Tear sheets from 4 issues of 2 of the local papers carry more than 625 column-inches of real fair news, not including "ballyhoo" regarding commercial attractions. More than 20 pictures of 2 and 3 columns were carried. Exhibits by the county extension organizations featured A. A. A. benefits, land use, model farms, canning, and other projects of the farm and home.

AMONG OURSELVES

Henry Walker, specialist in boys' and girls' club work of the Washington State Extension Service, escaped serious injury in an airplane accident. As a part of his Reserve Officer's training, Mr. Walker was making a flight Sunday morning, October 20, and became lost in a fog and snowstorm over the timbered foothills near Mount Rainier. Neither Mr. Walker nor his copilot was seriously injured in the crash, although the copilot was removed from the plane by Mr. Walker as the plane was destroyed by fire. The pilots spent 53 hours tramping in the wilderness before reaching a telephone late Wednesday afternoon following the accident.

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New assistant county agents in both agriculture and home economics will be added on each of the Hawaiian Islands, with an entire new unit on the island of Hawaii, under the stimulation of the Bankhead-Jones Act, reports W. A. Lloyd, just back from a trip to Hawaii. Most of these 11 additional extension workers are Japanese-Americans, graduates of the University of Hawaii.

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A number of States have recently strengthened their editorial staffs. Washington has employed C. A. Bond to take the position of State extension editor left vacant when W. D. Staats resigned to become regional publicity agent for the Resettlement Administration. Arizona appointed Mrs. Mernice Murphy to become the State's first extension editor.

Extension editors in four States have welcomed the aid of new assistant editors. Bruce B. Miner is assisting Editor Glenn Rule in Maine; E. S. Knight is contributing to radio work on the staff of Editor Frank Jeter in North Carolina; G. E. Ferris is assisting Editor J. E. McClintock in Ohio, and Sam M. Carson has been appointed as aid to Editor A. J. Sims in Tennessee.

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Charles F. Monroe, director of extension work in New Mexico from 1925 to 1929 and in the same position in North Dakota from that date until July 1, 1933, when he became secretary of the Bank for Cooperatives at St. Paul, died as a result of an attack of pneumonia October 24, 1935.

The Extension Service

Is Peculiarly Adapted to Development Of Agricultural Policies Fair to All

H. A. WALLACE
Secretary of Agriculture

IT SEEMS to me that the most effective agencies reaching rural adult groups with educational material in the United States are the press, the radio, the vocational agriculture teachers, and the Extension Service. Of these, the vocational teachers and the Extension Service appear to be the most truly educational, devoid of propaganda, and as free from prejudice as possible.

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The strength of the Extension Service is in its capacity to think through with the members of farm families and with one another the problems of rural life. By cooperative demonstrations it has been possible for the Extension Service to influence and educate the rank and file of farm people.

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It may be possible through the extension method of adult education for farmers to develop, hand in hand with consumers, agricultural policies that will be equal and fair to all. In this manner the manufacturing East would understand, with the farming South and West, the ultimate effects of low-priced farm commodities on the eastern markets. It is extremely important that these groups determine their relationships and interdependence in obtaining a degree of prosperity for all.

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I believe that by the use of extension education more people may be able to get out of the path of future economic disasters. I would suggest that they vigorously seek the truth in terms of advantages and disadvantages, and in this way draw intelligent conclusions. I hold that these conclusions should not be crystallized, but remain fluid and flexible in the face of constantly changing economic conditions. Extension agents have brought and will continue to bring these truths to farmers, leaving to the farmers the course of action to be taken after obtaining a clear conception of the situation.

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We have made considerable progress in restoring the farmer to his rightful place in the economic pattern of the country, but much still remains to be done. The strength of the Extension Service will be an important factor in the success of our future efforts.

What 100 Agents Have Found Out About RADIO*

1. That radio offers county agents opportunity to inform large numbers of people quickly and economically.

2. That in general they can use the radio effectively to:

   a. Create interest.
   b. Get across ideas and general principles.
   c. Stimulate to action.

3. That radio broadcasts are of value to:

   a. Give emergency information on all important matters that must reach the people at once.
   b. Increase attendance at meetings and other events.
   c. Widen the distribution of bulletins and circulars.
   d. Answer questions—give timely suggestions.
   e. Acquaint city people with farm problems and activities.

** Some 50 county agents have established regular programs on radio stations. Ten of these have daily programs, of which eight are of at least 3 years' standing. More than 50 other county agents are participating cooperatively in established farm programs on radio stations.*

Many county agents, home demonstration agents, and club agents have access to local radio stations which cover their own and adjoining counties well. They can profitably make use of radio facilities to promote the extension program and to keep farmers, farm women, and townspeople informed. . . . . .

Write for the new publication

"A Radio Handbook for Extension Workers"

EXTENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C.

U. S. GOVERNMENT PRINTING OFFICE: 1938

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